

**CITY OF LODI
INFORMAL INFORMATIONAL MEETING
"SHIRTSLEEVE" SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, JULY 31, 2007**

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, July 31, 2007, commencing at 7:00 a.m.

A. ROLL CALL

Present: Council Members – Hansen, Hitchcock, Katzakian, Mounce, and Mayor Johnson

Absent: Council Members – None

Also Present: City Manager King, City Attorney Schwabauer, and City Clerk Johl

B. TOPIC(S)

B-1 "Presentation of the Results of the 2007 Lodi Citizen Survey"

City Manager King briefly introduced the subject matter of the citizen survey.

Thomas Miller of the National Research Center provided a PowerPoint presentation. Specific topics of discussion included, but were not limited to, survey background, primary purpose of survey, use of survey results, study methods, characteristics of residents, quality of life, community characteristics, mobility, access, safety from various problems and areas, potential problems, City services, public trust, importance of government projects, support of sales tax, support of greenbelt, conclusions, and possible next steps.

In response to Mayor Johnson, Mr. Miller stated the median income numbers, which are less than other cities' averages, could be reflective of the aging population because it is income that is measured, not wealth.

In response to Council Member Hansen, Mr. Miller stated the 2000 numbers were used because that was the last comparable data available from the Census. He stated the 2005 numbers may be a bit higher.

In response to Council Member Hansen, Mr. Miller stated the percentages in community characteristics are below the norm.

In response to Council Member Hitchcock, City Manager King reviewed the various documentation and survey reports that were provided to the City Council in analyzing the survey results.

In response to Council Member Hansen, Mr. Miller stated the average rate of 77 for safety in the parks during the day was below the norm, which was 80 or above. Mr. King stated the numbers could be lower in percentile but could be a part of the norm in overall statistics based on rank ordering.

In response to Mayor Johnson, Mr. Miller stated the survey results report and the normative report are not solely norm based and the outlined challenges were under the 22%.

In response to Council Member Hansen, Mr. Miller stated the money question was not asked in relation to the greenbelt issue because policy questions rarely include the dollar aspect.

In response to Council Member Hansen, Mr. Miller stated focus groups would be identified groups brought together at a neutral location to discuss topics of concerns. He provided an example of environmental justice focus groups brought together in Sacramento.

In response to Council Member Hansen, Mr. Miller stated the identified challenges are based both on norm comparisons and absolute numbers.

Council Member Hansen stated, while he would like to work on all the challenges, he believes the employee responsiveness and courtesy piece can be worked on soon under City Manager direction.

In response to Council Member Hansen, Mr. Miller stated most communities rate similarly with respect to street and sidewalk conditions.

In response to Council Member Hansen, Mr. Miller stated the identified challenges are specific to the City of Lodi.

In response to Council Member Hansen, Mr. Miller stated there are approximately 180 participants in this survey. He stated the comparative database includes both this survey and other surveys.

In response to Council Member Hansen, Mr. Miller stated this survey was a sample survey and not sent to all residents.

In response to Council Member Hansen, Mr. Miller stated jurisdiction size does not necessarily determine how many surveys go out. He stated the 1,200 number is used for all jurisdictions.

In response to Council Member Katzakian, Mr. Miller stated the 1,200 residents are picked anonymously utilizing data from the U.S. Postal Service and the only information obtained regarding the residents is that which they supply.

In response to Council Member Katzakian, Mr. Miller stated data from the California cities is separated.

In response to Council Member Hansen, Mr. Miller stated a 30% response falls within the typical response category of 25% to 40%.

In response to Council Member Katzakian, Mr. Miller stated the total general employees service question does not separate departments and includes any and all residents who have had any interaction with the City.

In response to Council Member Hansen, Mr. Miller stated he is not sure why more cities are not conducting citizen satisfaction surveys. City Manager King stated it is important to note that the quality of service provided by the City ranked 11% higher than the State and 14% higher than the federal government.

In response to Mayor Johnson, Mr. Miller stated the theory underlying the sampling survey technique is that we will obtain the same results even if everyone was surveyed.

In response to Mayor Johnson, Mr. King stated that, although they can review the data, it is very difficult to compare the current survey results to the previously conducted survey because the questions were untested and not standardized.

In response to Council Member Hansen, Mr. King stated he will be working with Council Member Hitchcock and Lodi Budget/Finance Committee Member Johnson on interpreting and incorporating the survey results.

PUBLIC COMMENTS:

- In response to Rick Gerlack, Mr. Miller stated the employee responsiveness question was broadly asked and could have to do with everything from how long it took to respond to a request to how long the phone rang. He stated the responses are not specific as each department may vary in responsiveness.

C. COMMENTS BY THE PUBLIC ON NON-AGENDA ITEMS

None.

D. ADJOURNMENT

No action was taken by the City Council. The meeting was adjourned at 8:30 a.m.

ATTEST:

Randi Johl
City Clerk